

CDOE
MASTER OF BUSINESS ADMINISTRATION (2013 COURSE)
M.B.A. Sem-IV : WINTER :- 2021
SUBJECT: RELATIONSHIP MARKETING

Day : Monday
Date 21-02-2022

W-9997-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 70

N.B.:

- 1) Attempt **ANY THREE** questions from Section – I and attempt **ANY TWO** questions from Section – II.
 - 2) Answers to both the sections should be written in the **SEPARATE** answer books.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** Discuss in detail the categories of customer branding. **[14]**
- Q.2** Write an illustrative note on Mass Customisation. **[14]**
- Q.3** Explain in detail the application of information technology in CRM. **[14]**
- Q.4** ‘ Customer satisfaction is also based on the healthy relationship and interactions between organization and the customer’. Do you agree? Justify your answer. **[14]**
- Q.5** Write short note on **ANY TWO** of the following: **[14]**
- a) Customer Vs. B2B market
 - b) Communication appeals
 - c) Mass Customisation
 - d) Product and service design

SECTION – II

- Q.6** Customer Relationship Management is of vital importance for an organization. As a CRM specialist, suggest a suitable CRM plan for a tours and travels company located in your city. **[14]**
- Q.7** A renowned educational institution in tier II city has been involved in technical education since last two decades. Recently it has started management institute imparting management education. Due to fierce competition in this sector you are required to suggest suitable techniques of mass marketing for this institution. **[14]**
- Q.8** As a Customer Relationship Management consultant design a CRM framework for a company dealing in fashion wear and accessories. **[14]**

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